

# **YELLOWSTONE BUSINESS PARTNERSHIP**

## ***Greening of Yellowstone (and Montana Tourism)***

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**Montana Governor's Conference on Tourism & Recreation  
West Yellowstone, MT – April 17-18, 2008**

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[www.yellowstonebusiness.org](http://www.yellowstonebusiness.org)



# Yellowstone Business Partnership

## Our Mission

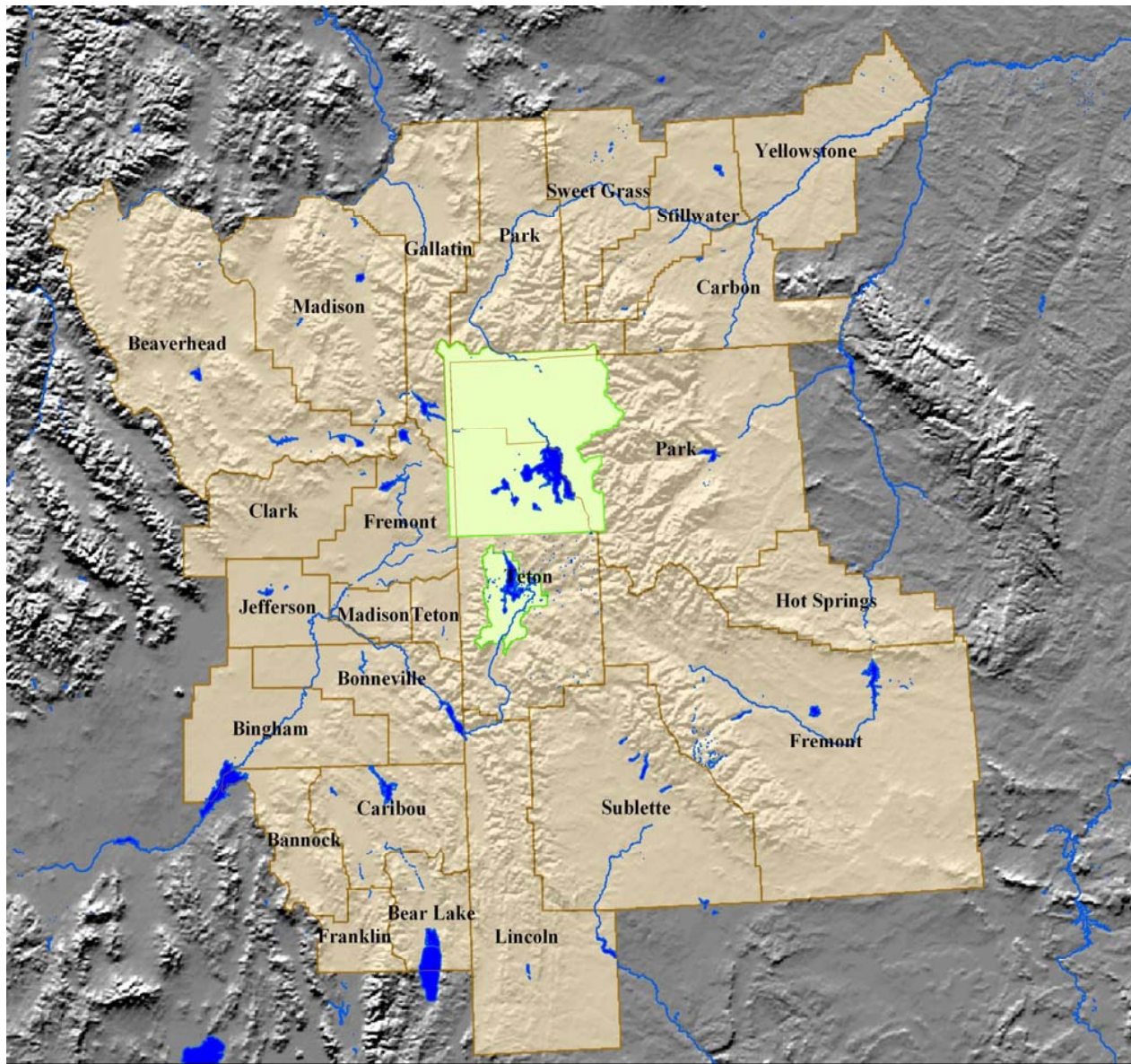
*The Yellowstone Business Partnership **unites businesses** dedicated to preserving a healthy environment and shaping a prosperous and sustainable future for communities in the Yellowstone-Teton region.*

*We promote **scientific understanding, informed dialogue** and **collaborative approaches** to resolving our region's **most complex** socioeconomic and natural resource challenges.*

# **The Yellowstone-Teton Region:** A Vast Geography with Few People

- Includes 25 counties in three states that surround and identify with Yellowstone and Grand Teton national parks – 35-40M acres
- **690,000 total population with only four counties in excess of 50,000**
- **Estimated 28,000 businesses with employees**
- Growing seasonal population, especially in-migrants from Western states, 45-65 years old

# Y B P R E G I O N



# Yellowstone Business Partnership

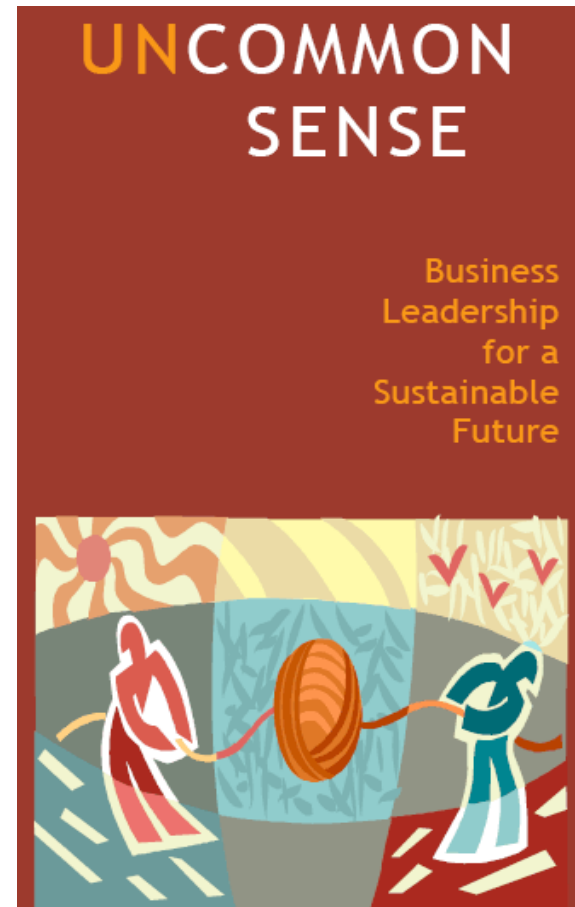
## Why Was It Created?

- Neither chambers nor environmental groups entirely represented the founders' interests
  - Preserve health of the regional environment
  - Promote sustainable, prosperous economies
  - Maintain the quality of life for our communities
- Wanted to be better informed and to contribute to local and regional decisions
- Desired more collaborative, less adversarial approaches across our multiple jurisdictions

# ***UnCommon Sense: Business Leadership for a Sustainable Future***

Create positive change  
while benefiting your  
business and the bottom line

- *Leading the Way*
- *Waste-Stream Management*
- *Water & Energy Efficiencies*
- *Responsible Purchasing*
- *Social & Community Investment*
- *Transportation Efficiencies*
- *Offset Programs*





# Two-Day Workshops Followed by Six Months of Implementation







Blanchford  
LANDSCAPE CONTRACTORS  
INC.

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**MOUNTAIN HOME**  
Montana Vacation Rentals





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# OSM

ON SITE MANAGEMENT  
THE CONSTRUCTION COMPANY







# Greater Yellowstone Framework for Sustainable Development

- **2005:** Assessed regional attitudes on growth & change
- **2006-07:** Created regionally-relevant rating system for encouraging green building and sustainable land use
- **2007:** Unveiled Framework; secured \$195K to implement
- **2008:** Select/train 10-12 pilots; publish reference guide





# *Eleven Registered Pilot Projects*

- *Beartooth Nature Center, Red Lodge, MT*
- *Dornix Park, Big Timber, MT*
- *Grand Targhee Resort, Alta, WY*
- *Harriman State Park, Island Park, ID*
- *Livingston High School, Livingston, MT*
- *Mountain Legends Ranch, Driggs, ID*
- *Mountainside Village, Victor, ID*
- *Pine Glades Homes, Jackson, WY*
- *Red Lodge High School, Red Lodge, MT*
- *Story Mill Neighborhood, Bozeman, MT*
- *Teton Meadows Ranch, Jackson, WY*

# *Outdoor Recreation Prospectus: The Case for Collaborative Investment*

## Four investment areas:

Respecting Resource Capacity

Celebrating Our Wildlife

- *Geotourism MapGuide*

Enhancing Regional Mobility

- *Y-T Transportation Network*

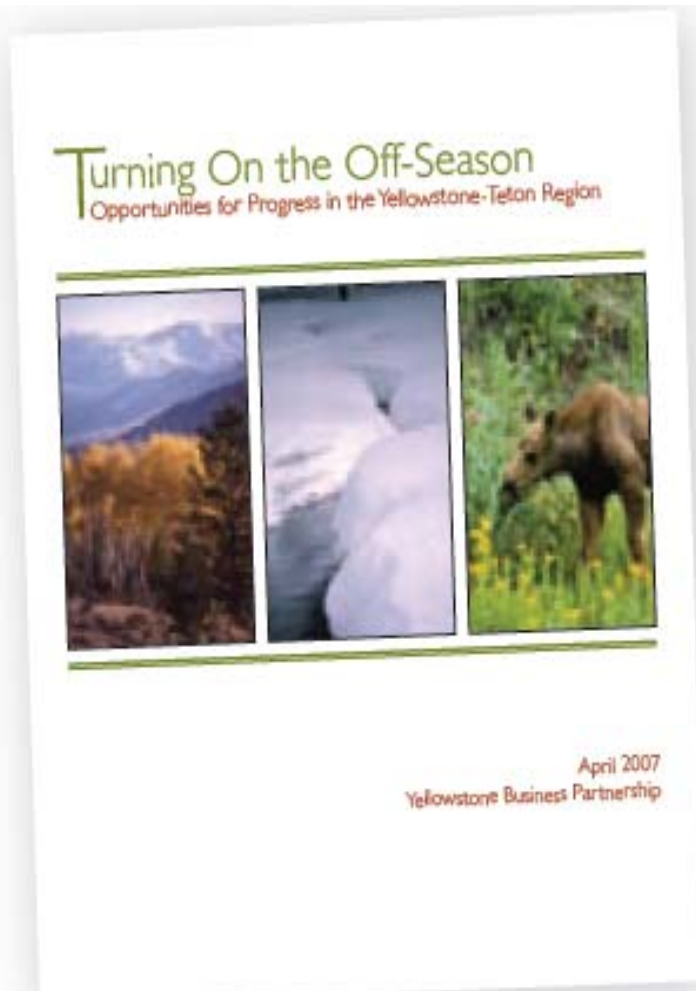
Securing Sustainable Support

- *Regional Recreation Trust*



# Turning On the Off-Season:

## Opportunities for Progress in the Y-T Region



- Two-year collaborative research focused on regional seasonality
- Shared study design and project investment
- Objective: to identify cross-boundary assets, trends and economies



# Phase Two of YBP Seasonality Project

- *\$150K USDA Rural Business Opportunity Grant + \$30K from ID Transportation Board*
- Strategic approaches to resolving cross-boundary seasonal, socioeconomic issues
- *Concept of Operations Plan to connect public and private transportation providers*
- Need tourism & business leaders and economic development professionals from six subregions

# **Fifth Annual Conference**

## **CONNECTING THE DOTS: Moving People and Promise across Greater Yellowstone**



- **May 19-21, 2008, at Jackson Lake Lodge in Grand Teton National Park**
- Key learning and business networking opportunity
- Exhibitor and sponsorship slots now open

# ***If Your Business Cares About the Future...***

- **Join the Yellowstone Business Partnership and enroll in one of our sustainability programs**
  - [www.yellowstonebusiness.org](http://www.yellowstonebusiness.org)
- ***Plan to attend our fifth annual conference at Jackson Lake Lodge – May 19-21, 2008***
- **Volunteer for a YBP project or task force**
- ***Join us at our fifth anniversary celebrations in the Fall of 2008***